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Memorandum

TO: BATA Oversight Committee

DATE: September 7, 2011

FR: Executive Director

W. I. 1252

RE: Contract – FasTrak[®] Public Awareness & Customer Communication Services: MIG

Staff requests that the Committee authorize the Executive Director to negotiate and enter into a contract with MIG, in an amount not to exceed \$250,000 to provide public awareness and customer communication services for the FasTrak[®] Program. The initial period of performance for this contract shall be one year, from October 2011 (estimated date of contract execution) through September 2012. At BATA's sole option, the contract may be renewed for up to two additional years in one-year increments, subject to annual budgetary approval processes of BATA.

Background

Since July 2006, customer education, public outreach, market research, and web-related services for MTC/BATA's three regional operations programs (511, ClipperSM, and FasTrak[®]) have been provided under a single contract. This contract is set to expire on September 30, 2011. In anticipation of the contract expiration, the 511 program recently secured assistance for future customer communications needs as part of its procurement for the Regional Ridesharing and Bicycle Program. The ClipperSM Program will be procuring for communications and customer education services for its program in the coming months. This memo is for the procurement of public awareness and customer communication services for the FasTrak[®] Program.

Consultant Selection

On July 15, 2011, BATA issued a Request for Qualifications (RFQ) to seek a consultant to provide public awareness and customer communications services for the FasTrak[®] Program. A total of six consulting firms submitted Statements of Qualifications (SOQs). Staff conducted an initial review of the SOQs for responsiveness. Upon this review, it was determined that one SOQ did not meet the minimum qualifications, and therefore was not evaluated.

The evaluation panel (made up of four BATA staff and one staff from the Golden Gate Bridge Highway and Transportation District) evaluated the remaining five SOQs and selected four firms to advance to the interview process. The four firms that were interviewed were:

- Davis & Associates / Glass Agency (San Francisco and Sacramento, CA)
- MIG (Berkeley, CA)
- Solem & Associates / Frank Wilson & Associates (San Francisco and San Juan Capistrano, CA)
- Swirl Integrated Marketing, Inc. (San Francisco, CA)

Based on the results of the interviews and the final evaluation, the panel recommends the selection of MIG to provide public awareness and customer communication services for the FasTrak[®] Program. The panel determined that, based on the evaluation criteria specified in the RFQ, MIG was the most qualified to provide the services BATA would be seeking under this contract. They have extensive experience in communications, public outreach and education, graphic design, web design, social marketing, and multimedia production. MIG's clients include public agencies, nonprofit groups, and private organizations throughout California on projects addressing transportation, the environment, and community services. Some of their clients include: the Alameda County Transportation Improvement Authority, the California Energy Commission, and the Solano Transportation Authority.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract with MIG to provide public awareness and customer communication services for the FasTrak[®] Program, in an amount not to exceed \$250,000, with an option to renew for two additional one-year increments, subject to the approval of future BATA budgets.

Steve Heminger

SH: LL

REQUEST FOR COMMITTEE APPROVAL

Summary of Contract

Work Item No.:	1252
Vendor:	MIG Berkeley, CA
Work Project Title:	FasTrak [®] Public Awareness and Customer Communication Services
Purpose of Project:	To provide public awareness & customer communication services for FasTrak [®] on an as-needed basis
Brief Scope of Work:	Provide public awareness of new tolling initiatives, website updates and improvements, customer collateral re-designs and updates, cost-effective marketing strategies, etc.
Project Cost Not to Exceed:	\$250,000
Funding Source:	BATA Toll Funds
Fiscal Impact:	Project costs are consistent with funds programmed and budgeted in the FY11/12 Toll Bridge Operating Budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with MIG to provide FasTrak [®] public awareness and customer communication services and the Chief Financial Officer is authorized to set aside funds in the amount of up to \$250,000 for such contract with an option for an additional two years, in one- year increments, subject to annual budget approvals.
BATA Oversight Committee:	<hr/> Bill Dodd, Chair
Approved:	Date: September 14, 2011